



## 2012 Black-and-White Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
Kingsize	\$ 5,245	5,095	4,935	4,785	4,675	4,580	4,450
3/4 Page	4,900	4,745	4,595	4,450	4,360	4,275	4,160
Island Page	3,990	3,870	3,750	3,640	3,545	3,480	3,385
1/2 page	3,880	3,780	3,655	3,530	3,455	3,400	3,310
1/4 Page	1,965	1,900	1,845	1,795	1,745	1,715	1,680

Page size	72x	120x	240x	288x	396x	504x	570x
Kingsize	\$ 4,370	4,290	4,230	4,150	4,070	3,995	3,915
3/4 Page	4,070	4,015	3,870	3,825	3,670	3,620	3,525
Island Page	3,325	3,260	3,215	3,160	3,095	3,035	2,980
1/2 page	3,230	3,185	3,095	3,040	2,970	2,925	2,835
1/4 Page	1,635	1,615	1,545	1,530	1,485	1,450	1,410

## 2012 Color:

In addition to Black-and-White Rates.

Standard Color:	\$ 830
Matched Color:	1,145
Metallic Ink:	170
Four Color:	2,225
Five Color:	3,325



## 2012 Insert Rates:

Page size	1x	3x	6x	12x	24x	36x	48x
2-Pg A-size	\$ 8,220	7,970	7,725	7,500	7,305	7,170	6,975
2-Pg King	10,805	10,495	10,165	9,855	9,630	9,435	9,165
4-Pg A-size	16,440	15,945	15,450	14,995	14,605	14,340	13,945
4-Pg King	21,610	20,990	20,330	19,715	19,260	18,870	18,335
6-Pg A-size	24,660	23,915	23,175	22,495	21,910	21,505	20,920
6-Pg King	32,415	31,485	30,500	29,570	28,890	28,305	27,500
8-Pg A-size	32,880	31,890	30,900	29,995	29,210	28,675	27,890
8-Pg King	43,220	41,985	40,665	39,430	38,520	37,740	36,670

Page size	72x	120x	240x	288x	396x	504x	570x
2-Pg A-size	\$ 6,850	6,715	6,625	6,510	6,375	6,250	6,140
2-Pg King	9,000	8,835	8,715	8,550	8,385	8,230	8,065
4-Pg A-size	13,700	13,430	13,245	13,020	12,750	12,505	12,280
4-Pg King	18,005	17,675	17,430	17,100	16,770	16,460	16,130
6-Pg A-size	20,550	20,145	19,870	19,530	19,125	18,755	18,415
6-Pg King	27,005	26,510	26,140	25,645	25,155	24,690	24,195
8-Pg A-size	27,400	26,860	26,490	26,040	25,505	25,010	24,555
8-Pg King	36,010	35,350	34,855	34,195	33,535	32,920	32,260



## 2012 King-Four Conversion Rates:

Page size	1x	6x	12x	24x	36x	48x	72x
King 4 pg	\$ 23,090	22,110	21,660	21,270	21,005	20,620	20,375
King 6 pg	33,495	32,030	31,355	30,775	30,375	29,795	29,425
King 8 pg	43,905	41,950	41,050	40,275	39,745	38,970	38,480

  

Page size	120x	240x	288x	396x	504x	570x
King 4 pg	\$ 20,110	19,925	19,700	19,435	19,190	18,965
King 6 pg	29,030	28,755	28,415	28,020	27,650	27,315
King 8 pg	37,950	37,580	37,135	36,605	36,115	35,665

## Closing Dates

Issue	Space Close	Materials Due
January	12/13/11	12/20/11
February	01/24/12	01/31/12
March	02/24	03/02
April	03/23	03/30
May	04/23	04/30
June	05/09	05/16
July	06/19	06/26
August	07/20	07/27
September	08/22	08/29
October	09/24	10/01
November	10/15	10/22
December	11/13	11/20

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